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CURRENT SERIAL RECORD
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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

March 4, 1944 ********** No. 48

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THE SLIDE FILM shown at all of the FFFF meetings -- "The How and Why of Food Fights for Freedom" -- is now available. Order prints and script from Office of Information, Washington, 25, D. C.

DELIVERIES OF FOOD and other agricultural products for export under the Lend-Lease Act in 1943 totaled 11,488,000,000 pounds, the War Food Administration reported Feb. 28. This is about double the 1942 deliveries of 5,730,000,000 pounds.

STUDENTS at Texas State College for Women made the Food Fights for Freedom program cover the campus, in the initial week of the campaign. Dining rooms competed in making nutritious but unpopular foods more popular and in cutting down on food waste; students worked out stunts to publicize the drive; poster contests were held; speech classes held food discussion meetings; English classes required special papers; and foreign language students were required to prepare and translate a leaflet into Spanish. The school paper carried a series of front page stories. Publicity photographs showed the girls wearing mustard greens bonnets and corsages, "Bugs Bunny" eating carrots cheered on by other carrot-eaters, and Sherlock Holmes with a magnifying glass looking for food left on plates in the dining rooms. The school library set up an exhibit and issued a bibliography for reading on FFFF. Seven of the posters, displayed at a FFFF meeting of national organizations in Washington, were acclaimed enthusiastically. Congratulations to the Texas students for their get-up-and-go!

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PASS THE POTATOES, PLEASE ..... To move 1943's record potato crop and prevent waste, potato consumption from now until the end of June will have to be increased about 30 percent, according to the Office of Distribution, WFA. For a family of four this would mean an average increase of three pounds a week.

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"FEED A FIGHTER OR MORE IN 1944" ..... is the slogan for the 4-H Clubs' third wartime Mobilization Week, which begins today. According to club member records, 4-H youths produced enough food in 1943 to feed a million men in the armed forces. Other details in USDA 1789-44.

THIS WEEK'S IMPORTANT RELEASES .... "WFA Announces New Carlot Support Prices for Shell Eggs," USDA 1765-44. ... "An Allocation Plan for Feed Wheat," USDA 1766-44. ... "1944 Sugar Allocation," USDA 1742-44. ..."Pork Fat to Be Allowed for Soap Making," USDA 1781-44. ...

PRESS, RADIO, MAGAZINES, ADVERTISING, AND MOTION PICTURES are all cooperating in the anti-inflation drive. This information is usually based on the 7-point anti-inflation program, and points out that rapidly mounting living costs may:

1. Disrupt our war production, thus lengthening the war.
2. Create dissension among various groups, disrupting our war unity.
3. Vastly increase the cost of the war.
4. Lower our real incomes, lessen the value of savings and insurance, and work serious hardship upon those with relatively fixed incomes.
5. Jeopardize the post-war world for which we are fighting.

WHAT ARE YOU DOING TO PREVENT INFLATION?

WATCH FOR FOOD INFORMATION SERIES .... on calcium arsenate. Since transportation is tight and labor short, cotton growers should order now to be sure of getting supplies when needed.

"I CALL UPON ALL OF THE INHABITANTS ... of the city to cooperate fully during the entire period of the emergency in the national effort to produce food, conserve food, share food, and play square," said the Mayor of Baltimore, Maryland, in proclaiming the week of January 17 as Food Fights for Freedom Week.

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"A" AWARD TO PROCESSORS ..... Over 66 plants of 35 companies have been nominated for the "A" Award, a tribute paid by WFA to workers and management of the food processing industry for the part they are playing in war production. Receiving the award during March for the output of one or more of their plants are: Fairmont Canning Co., Fairmont, Minn.; Northland Canning Co., Cokato, Minn.; Reid Murdoch and Co., Rochester, Minn.; Crampton Canneries, Celina, Ohio; Columbus Food Corp., Columbus, Wisc.; Kuner-Empson Co., Denver, Colo.; and the California Packing Corp. plants in Illinois, Minnesota, and Wisconsin.

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FARMERS SHOULD BE REMINDED ..... and warned to write their license numbers on all gasoline coupons. The OPA is starting a check-up on gasoline ration books beginning March 6. Ration holders found with unendorsed coupons after that deadline will be given a notice explaining the endorsement requirement and directing them to show fully endorsed books to their local ration boards within 10 days. Those who fail to do this face revocation of rations.

THIS IS NO EMILY POST ..... but it is wartime! And food left on plates is wasted. Behind the scenes, one Washington restaurant uses personnel conferences on new food problems and honor rolls to curb waste in the kitchens. Restaurant employee organizations recommend the practice of charging employees, who usually eat free meals at the restaurant, for food left on their plates.

*** NATIONAL FARM AND HOME HOUR ***
For the Week, March 6-March 10, 1944.

MONDAY - J. R. Dawson, BDI, "Keeping Up Milk Production on a Single-Grain Ration," and Dr. Norman Gold, OofD, WFA, "Sugar for Civilians in '44."
TUESDAY - Ruth Van Deman, BHN&HE, "Slip Covers for Furniture."
WEDNESDAY - A. G. Johnson, BPI, "Treating Seed Grain for Higher Yields," and Ruth Van Deman, BHN&HE, "Wild Greens for the Picking."
THURSDAY - Post-War Agriculture #14, Lee Marshall, Director, Office of Distribution, WFA, "Better Markets for Peace."
FRIDAY - Victory Gardens, Ernest Moore and Duke DuMars, "Planting the Early Vegetables."

THERE ARE A LOT OF TRICKS ..... that can be done with "one dish meals" to save time, money, ration points and still have plenty of variety and appetite appeal. CONSUMER TIME, Saturday, March 11 (12:15 p.m., EWT, NBC) will tell you about them. The BHN&HE has prepared a folder, "One Dish Meals," which will be sent to Consumer Time listeners who write in. It has about 20 recipes for one dish meals.

NEW GASOLINE RATIONS FOR FARMERS ... may be issued in installments now instead of in six-months' periods, according to OPA. The ruling provides that local War Price and Rationing Boards that issue only a part of a farmer's ration will issue (when the farmer requests that he needs more gasoline) either the remainder of the total six-month ration which was originally determined or such portion of this remainder as the board decides the farmer needs for the rest of the period. (OPA press release 3914.)

AFTER THE WAR -- WHAT? ..... What for farmers and what for the people who buy his products? "Demand for Farm Products Depends Upon the City" is the name of a leaflet, Post-War Plans #3. You can watch for it as attached to Food Information Series No. 82. It has been distributed to all county agents.

SOMETHING NEW HAS BEEN ADDED ..... A production series of statements giving background information on the need for specific commodities, price supports, etc. They will be transmitted to the field down agency lines -- AAA, Extension, FSA, SCS, etc. They will be punched for use in the standard government size 3-ring binder for those people who are charged with the responsibility for getting farm production. Whenever one statement becomes obsolete, it will be replaced by up-to-date information. The first is a background piece on the needs for all commodities, to be followed by pieces on seed and feed, price supports and ceilings. (Multilith)

FARM LABOR STORIES ..... is a collection of national, state and local farm labor stories published in the Extension Service Review in 1943. Here's a source of farm labor information you'll want for ready reference.

TEMPORARY ABUNDANCES

Here is the list of really abundant foods over most of the country:

*Early New Cabbage
*Potatoes
Carrots
Spinach
Fresh Shell Eggs
*Variety Cuts of All Meats
Frozen Baked Beans
Peanut Butter
Citrus Marmalade

Citrus Fruits - Particularly grapefruit and smaller oranges
Canned Green and Waxed Beans - Ration free
Frozen Vegetables - All ration free except peas, corn and lima beans
Standard Canned Peas and Tomatoes - Reduced ration valuation

Not quite so plentiful, or limited to certain regions are:

Fresh Pork - Continued abundant supplies at practically all points

* Starred items are those deserving active promotion, if abundant locally.

WFA'S INDUSTRIAL FEEDING SURVEY ..... in the Northeast Region of almost 700 factories shows that half of the manufacturing plants in that region have facilities for feeding employees. These plants employ 85 percent of the industrial workers in that area. Of the plants employing more than 500 workers, one-fourth plan to expand or install food facilities in order to meet the increasing demand for on-the-job food services.

CAFETERIAS are the most common type of food service, but larger plants were found to offer several services such as cafeterias, lunch counters and mobile food units.

MORE THAN HALF of all plants reported a 30-minute lunch period and 35 percent employing 2,500 or more workers have lunch periods of less than 30 minutes.

FROM MARCH 1943 to September, two-thirds of the plants with more than a thousand employees increased their on-the-job feeding facilities.

SIMILAR SURVEYS are being made in other regions as part of WFA's plan to attain its objective -- on-the-job feeding facilities available to an additional 5-1/2 million workers in 1944.